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PTO/SB/21 (08-00)

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# TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application Number	09/645,292
		Filing Date	August 24, 2000
		First Named Inventor	Linda Smith et al
		Group Art Unit	3622
		Examiner Name	Young, John L.
Total Number of Pages in This Submission		Attorney Docket Number	23528-030

## ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached  <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s)  <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input checked="" type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CID, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):  <small>Enclosure(s): Amendment under Rule 37 CFR 1.111 (6 pgs.); Patent Application Fee Determination Record Form PTO/SB/06 (in Duplicate); Petition for Extension of Time under 37 CFR 1.136(a) (in duplicate) (1 pg.); Check No.:295529 in the amount of \$205.00 (Fee for extension for response within two month); Certificate of Mailing and Return Receipt Postage</small>
Remarks		

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GROUP 3600

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Manatt, Phelps & Phillips, LLP Robert D. Becker (Reg. No. 37,778)
Signature	
Date	July 14, 2003

## CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, Washington, DC 20231 on this date: July 14, 2003

Typed or printed name	Sheena Hicks		
Signature		Date	July 14, 2003

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Signature

July 14, 2003  
Date

Please acknowledge receipt of the following by affixing hereon the Patent and Trademark date stamp and returning this card to our office.

Applicant: Linda Smith et al  
Application No.: 09/645,292  
For: **TARGETED MARKETING SYSTEM AND METHOD**  
Filed: August 24, 2000

### AMENDMENT UNDER RULE 37 CFR 1.11

Attorney(s): Robert D. Becker  
Docket No.: 23528-030  
Client Name: FaceCake Marketing Technologies, Inc.  
Date of Deposit: July 14 2003  
Enclosure(s): Transmittal Form PTO/SB/21 (in duplicate) (1 pg.); Fee Transmittal Letter (in duplicate) (1 pg.); Amendment under Rule 37 CFR 1.11 (6 pgs.); Patent Application Fee Determination Record Form PTO/SB/06 (in duplicate); Petition for Extension of Time under 37 CFR 1.136(a) (in duplicate) (1 pg.); Change of Correspondence Address (1 pg.); Check No.: 295529 in the amount of \$205.00 (Fee for extension for response within two month); Certificate of Mailing and Return Receipt Postcard

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PATENT APPLICATION FEE DETERMINATION RECORD					Application or Docket Number 09/645,292 (23528-030)					
CLAIMS AS FILED - PART I					SMALL OR OTHER THAN SMALL ENTITY					
FOR		NUMBER FILED (Column 1)		NUMBER EXTRA (Column 2)		RATE FEE		RATE FEE		
BASIC FEE (37 CFR 1.16(a))						\$		\$		
TOTAL CLAIMS (37 CFR 1.16(c))		minus 20=		*		x\$ =		x\$ =		
INDEPENDENT CLAIMS (37 CFR 1.16(b))		minus 3=		*		x =		x =		
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(d))					+		=		+	
* If the difference in column 1 is less than zero, enter "0" in column 2					TOTAL		TOTAL		TOTAL	
CLAIMS AS AMENDED - PART					SMALL OR OTHER THAN SMALL ENTITY		ADDITIONAL FEE		ADDITIONAL FEE	
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA		RATE		RATE	
	Total (37 CFR 1.16(c))		* 31		Minus		** 32		= 0	
	Independent (37 CFR 1.16(b))		* 3		Minus		*** 4		= 0	
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(d))					+		= \$0.00		+	
(column 1) (Column 2) (Column 3)					TOTAL ADDIT. FEE		\$0.00		TOTAL ADDIT. FEE	
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA		RATE		RATE	
	Total (37 CAR 1.16(c))		*		Minus		**		=	
	Independent (37 CAR 1.16(b))		*		Minus		***		=	
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CAR 1.16(d))					+		=		TOTAL ADDIT. FEE	
(column 1) (column 2) (Column 3)					TOTAL ADDIT. FEE		\$0.00		TOTAL ADDIT. FEE	
AMENDMENT C	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA		RATE		RATE	
	Total (37 CAR 1.16(c))		*		Minus		**		=	
	Independent (37 CAR 1.16(b))		*		Minus		***		=	
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CAR 1.16(d))					+		=		TOTAL ADDIT. FEE	
(column 1) (column 2) (Column 3)					TOTAL ADDIT. FEE		\$0.00		TOTAL ADDIT. FEE	

\* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

\*\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The highest Number Previously Paid For (Total or Independent) is the highest number found in the appropriate box in column 1.

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